

# National Weather Service

DES MOINES, IA

## MEDIA ADVISORY

May 17, 2004

2004-05

### **...National Lightning Awareness Week from June 20 through 26...2004...**

The National Weather Service has declared the week of June 20 through June 26, 2004 Lightning Awareness Week across the United States. The national safety campaign will promote lightning safety.

Lightning is the second deadliest weather-related killer in the United States, averaging 73 deaths per year. In addition, hundreds more are injured, many with serious and lasting impacts on their quality of life.

The centerpiece of Lightning Safety Awareness Week is a comprehensive lightning safety website, <http://www.lightningsafety.noaa.gov>. The site contains interesting facts about lightning, and detailed information on where to seek shelter when thunderstorms threaten. It is a resource available throughout the year for students, teachers, and the public. On the web site, visitors can download video presentations on everything from the causes of lightning to the medical consequences of being a lightning-strike victim. Survivor stories and a public service announcement featuring pro golfer Rocco Mediate are available.

The national lightning site will be linked to the National Weather Service Des Moines web site at [www.crh.noaa.gov/dmx](http://www.crh.noaa.gov/dmx). The National Weather Service in Des Moines will release five Public Information Statements each morning at 8 a.m. during Lightning Awareness Week. Each statement will contain lightning safety information. All five Public Information Statements will be available on our web site.

Broadcast media are encouraged to play Public Service Announcements (PSA's) concerning lightning safety which were produced by the Iowa High School Athletic Association and the National Weather Service. Audio on the PSA's was done by B.J. Schaben. The PSA's were distributed on CD earlier this year to Iowa radio stations.

Media interviews will be given upon request. For an interview, contact Jeff Johnson ([Jeff.Johnson@noaa.gov](mailto:Jeff.Johnson@noaa.gov)) at the National Weather Service in Des Moines at 515-270-4501 ext. 726. Thank you for your support.

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